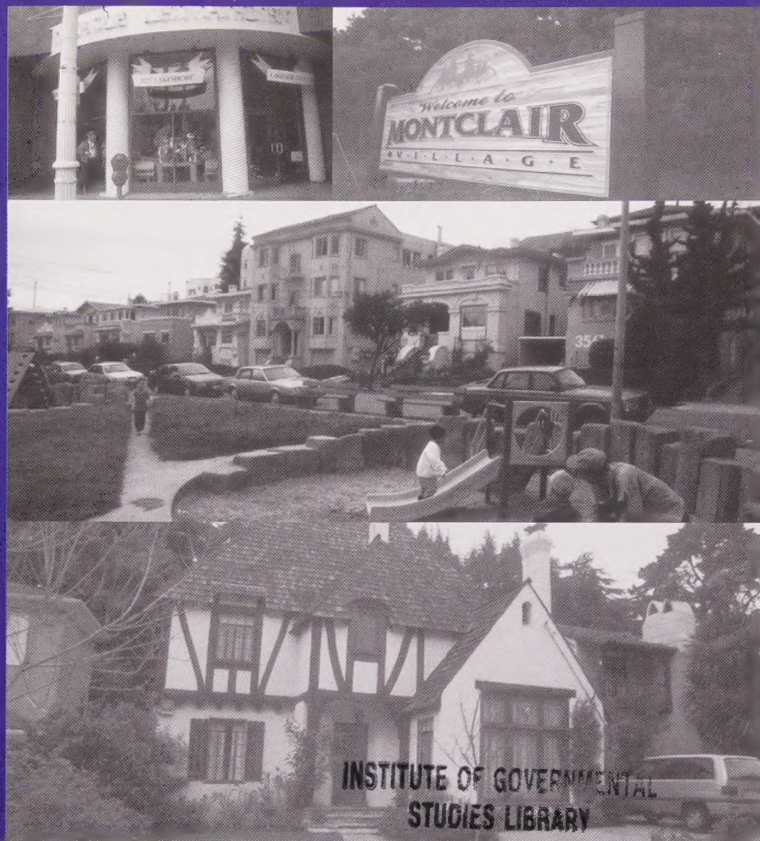




Oakland Hills

Neighborhood Profiles



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UNIVERSITY OF CALIFORNIA



The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.

City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland.

The mid 1770's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch between his four sons.

In the early 1840's the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpentier, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was

met with tension by some Oakland residents. Beginning in 1882, Congress passed a series of Chinese Exclusion Acts which legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism.

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake relief services.

World War II had a profound impact on the Oakland economy. Starting in the 1940's local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related em-

ployment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprung up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African-Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

Oakland went through a tremendous adjustment period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban problems that hit other cities at that time: chronic unemployment, racial tensions, and the physical deterioration of once

proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's resulted in the dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the City. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic anti-draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 70's.

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was also badly damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. The new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

The Hills

The Oakland Hills, officially known as the Contra Costa Range, have long since attracted people with its giant redwoods and open plains. European settlers began harvesting the redwoods in 1841 and used this lumber to build most of San Francisco and Oakland. By 1860, almost all of the redwoods in the hills had been harvested.

The lower hills of Oakland stretch from Grand Lake south to 35th Avenue between Interstate 580 and the Warren Freeway. Known for its quiet streets and some 150 neighborhood associations, the lower hills is growing to reflect the diversity of the Bay Area.

In early Oakland history, the lower hills were covered with 217 acres of cherry trees that were planted by Friedrich Rhonda, a German settler. In the 1860's these Royal Ann cherries became the first California-grown fruit to be sold on the East Coast. Surrounding this community of cherry orchards were beer gardens and a large settlement of German-Americans. As a result, the area attracted visitors looking for weekend getaways at hillside resorts.

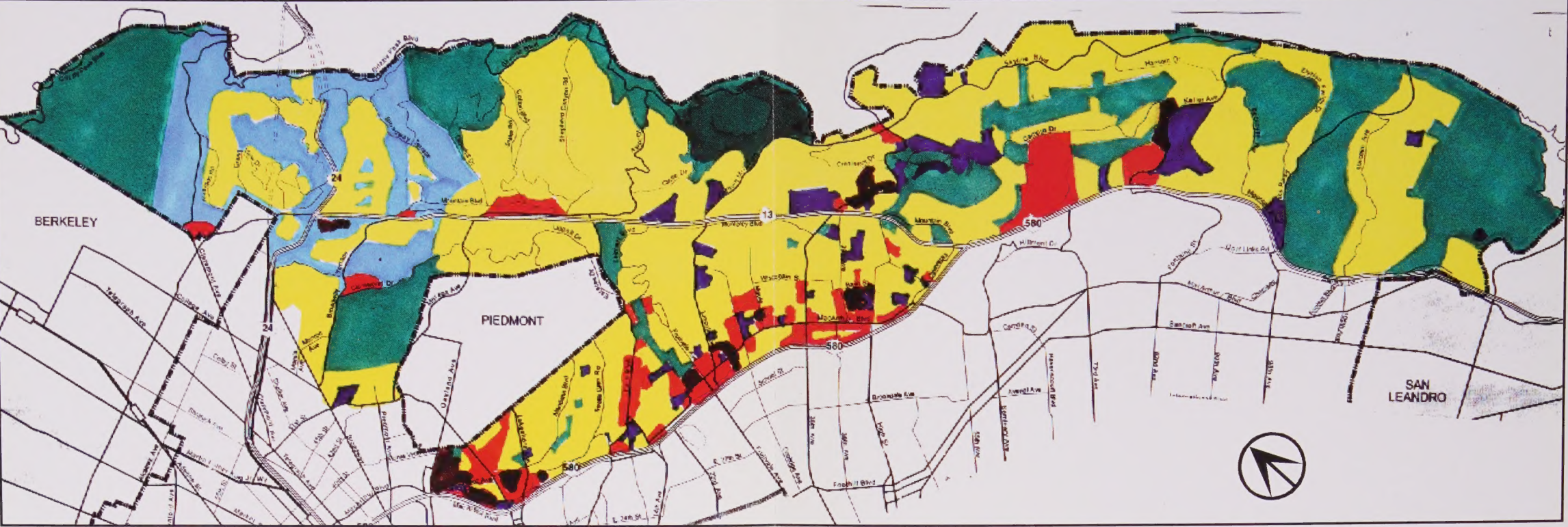
Indian Gulch, now known as Trestle Glen, has been a long standing attraction in the lower hills area. Indian Gulch was renamed Trestle Glen in 1893 when a street car trestle was built across the gulch. Passengers were carried over the gulch to the rolling hills covered with oaks just on the other side of the creek. Around 1915 a movement arose urging the City to acquire Trestle Glen as a public park because of the area's beautiful terrain and central location. The City made several unsuccessful attempts to acquire the land. By 1921 real estate developers, having out-bid the City, had cleared the native oaks, laurel, and buckeye from the glen, including the last virgin stand of Oakland's original oaks. By 1925 the area was divided, and prepared for the development of new homes. These homes remain some of the more beautiful and spacious homes in the City.

The new homes in Trestle Glen became the catalyst for a host of other development projects throughout the lower hills area. Lakeshore and Grand Avenues, surrounding the affluent town of Piedmont, became central locations for commercial growth in the 1920's and 30's. Commerce expanded rapidly over the next few decades and housing soon spread eastward into the Glenview and Laurel neighborhoods. Glenview and Laurel welcomed waves of blue collar conservatives seeking work and residency. In recent years the residential areas in the lower hills have become more diverse. A number of African-Americans, Latino, and Asian immigrant families have purchased homes in the area.

The upper end of Park Boulevard, as it intersects with the mountains, is the Montclair District. In 1920, a contest was held to name the district. The winner of the contest, a local resident, named the area after Montclair, New Jersey. Montclair is a desirable community with its convenient shops, quaint boutiques, quality restaurants, and beautiful homes. This is an area with upper income residents and light commercial pockets.

The South Hills include beautiful neighborhoods such as Grass Valley and homes around Knowland Park and the Zoo. The Northern hills, stretching from the borders of Berkeley, North Oakland, and the City of Piedmont, became the subject of national attention with the firestorm of 1991. On October 20, 1991 a fire started in the Oakland Hills just north of the Caldecott Tunnel, near Buckingham Boulevard. It is an area of densely built homes surrounded by an abundance of shrubbery and trees. The firestorm roared through the hills of Oakland and Berkeley for three days killing 25 people, injuring 150, and burning over 1,600 acres. It destroyed 3,354 single family homes, 456 apartments and did an estimated \$1.5 billion in damages. The fire was declared "under control" Wednesday morning, October 23, 1991. It has been reported, by the multi-agency East Bay Hills Fire Review Group, that the conditions in which this fire existed were in no way exceptional. Their investigation determined that the conditions in which this fire was started and spread were similar to yearly conditions during the autumn months all over California. From the officials' point of view, there is little to be done to prevent a natural brush fire, but that in the future, the key is to be prepared.

In the past four years, construction has been non-stop in the Hills. By 1996, an estimated 70% of the structures destroyed in the fire have been rebuilt and new homes are going up every day.



The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color and symbol represents a different land use. Existing land uses in the district were identified through a series of “windshield” surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.

- Low Density Housing**
Single to four family residential structures
- Medium Density Housing**
Low rise residential structures, four to twenty units
- High Density Housing**
High rise residential structures with at least twenty-five units
- Commercial**
Retail commercial structures, office build-ings, hotels, motels, automotive
- Industry**
Industrial establishments, warehouses, storage facilities
- Parks**
Public open space, recreational facilities, golf courses
- Public / Institutional / Civic**
Schools, churches, hospitals, libraries, post offices, police and fire stations, public buildings
- Fire Storm**
Area affected by the fire storm of 1991

Historical Landmarks
Caldecott Tunnel State Highway 24 at Contra Costa Line
Chyrst House 1600 Fernwood Drive
George McCrea House and Indian Compound On the Holy Names College Campus- 3500 Mountain Blvd.
Glenview Branch Library 4231 Park Boulevard
Grand Lake Theater and Roof Sign 3200 Grand Avenue
Joaquin Miller Abby Joaquin Miller Park
Lakeshore Highland Portals Trestle Glen and Longridge Roads
Lakeshore Tower to General John C. Fremont Joaquin Miller Park
Leimert Bridge - Leimert and Park Boulevards
Montclair Firehouse - 6226 Moraga Avenue
Morcom Amphitheater of Roses Oakland Avenue at Piedmont Line
Old Survivor Redwood Tree - Leona Park

The Hills Business Listings		
50 - 100 EMPLOYEES	101 - 250 EMPLOYEES	250 + EMPLOYEES
The Montclarion Publications	Lincoln Child Center	East Bay Regional Park District
Hopeton Farms	World Savings & Loan Assoc.	Claremont Resort and Spa
Sequoia Country Club	Safeway Stores, Inc.	
Sea West Federal Credit Union	Lucky Stores, Inc.	
The Altenhein, Inc.	College of the Holy Names	
Claremont Country Club		
Pacific Bell		

The Neighborhood Profiles is a project of the **Oakland Citizen's Committee for Urban Renewal Community Information Service (OCCUR/OCIS)**. OCCUR is a non-profit organization providing technical assistance, training, monitoring, facilitation, and empowerment strategies on issues of housing, employment and neighborhood revitalization.

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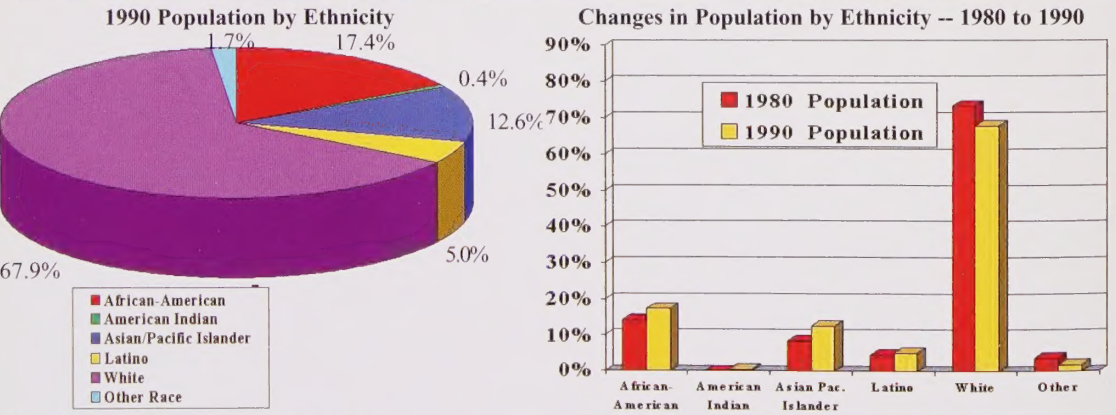
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Demographic Data					
THE HILLS	1990 #	1990%	1980 #	1980%	% Change
Total Population	78,477	100.0%	77,575	100.0%	1.2%
African-American	13,656	17.4%	11,209	14.4%	21.8%
American Indian, Eskimo, or Aleut	353	0.4%	N/A	0.0%	0.0%
Asian or Pacific Islander	9,910	12.6%	6,560	8.5%	51.1%
* Latino	3,932	5.0%	3,451	4.4%	13.9%
White	53,248	67.9%	56,938	73.4%	-6.5%
Other Race	1,310	1.7%	2,868	3.7%	-54.3%

** Latino (Persons of Spanish Origin) is counted twice, in other words, a person can be both African-American and Latino. Therefore Latino should not be counted towards the total for a given year.*



Household Type	#	%
FAMILY HOUSEHOLD	60,167	77%
Householder	20,491	26%
Spouse	16,503	21%
Child	19,113	24%
Natural Born/Adopted	17,825	23%
Step	563	1%
Grandchild	725	1%
Other relatives	2,295	3%
Non-relatives	1,765	2%
NON-FAMILY HOUSEHOLD	17,321	22%
Householder living alone	9,452	12%
Householder not living alone	3,416	4%
Non-relatives	4,453	6%
GROUP QUARTERS	989	1%
Institutionalized Persons	390	0%
Other persons in group quarters	599	1%
Poverty By Age	% Above	% Below
<5 years	6%	0%
5 to 17 years	11%	1%
18 to 24 years	6%	1%
25 to 54 years	51%	2%
55 to 64 years	8%	0%
>64 years	14%	1%
Total	95%	5%

Age	#	%
< 4 yrs	4,763	6%
5 - 17 yrs	9,673	12%
18 - 64 yrs	52,364	67%
> 65 yrs	11,677	15%
Median Age	37	

Education Attainment	#	%
<9th Grade	1,841	3%
9th - 12th Grade	3,572	5%
High School Graduate	9,500	14%
Some College	13,739	21%
Associate Degree	4,608	7%
Bachelors Degree	18,210	28%
Graduate Degree	14,731	22%

Household Income	1990 #	1990 %	1980 %
Under \$5,000	892	3%	5%
\$5,000 to \$9,999	1,342	4%	5%
\$10,000 to \$14,999	1,593	5%	6%
\$15,000 to \$19,999	1,809	5%	6%
\$20,000 to \$24,999	2,006	6%	7%
\$25,000 to \$34,999	4,315	12%	13%
\$35,000 to \$49,999	5,531	16%	19%
\$50,000 and over	17,348	50%	39%
1990 Median HH Income		\$49,061	
1980 Median HH Income		\$40,895	
% Change in Med HH Income		20%	

Economic and Housing Data		
Occupation	#	%
Executive, administrative, managerial	9,572	21%
Professional specialty	13,159	29%
Technicians and related support	2,169	5%
Sales	5,160	11%
Administrative support	6,478	14%
Private household service	182	0%
Protective service	485	1%
All other types of service	2,784	6%
Farming, forestry, fishing	355	1%
Precision production, craft and repair	2,663	6%
Machine operators, assemblers, and inspectors	999	2%
Transportation and material moving	633	1%
Handlers, equipment cleaners, helpers, and laborers	819	2%
Rent	#	%
<\$100	48	0%
\$100 - \$199	163	2%
\$200-299	196	2%
\$300-399	497	5%
\$400-499	1,276	13%
\$500-599	1,898	20%
\$600-699	1,834	19%
\$700-999	2,393	25%
>\$1,000	1,157	12%
No cash rent	239	2%
Total # Units	9,701	
Median Rent	\$642	
Employment Status	#	%
In armed forces	533	1%
Employed	41,883	69%
Unemployed	1,518	2%
Not in labor force	17,013	28%
Housing Units	#	%
Total # Housing Units	31,984	100%
Occupied	30,830	96%
Owner Occupied	20,934	68%
Renter Occupied	9,896	32%
Vacant	1,082	3%
Housing Value	#	%
<15,000	33	0%
\$15k-24,999	59	0%
\$25k-34,999	135	1%
\$35k-44,999	28	0%
\$45k -59,999	45	0%
\$60k-74,999	69	0%
\$75k-99,999	196	1%
\$100k-124,999	335	2%
\$125k-149,999	455	2%
\$150k-174,999	746	4%
\$175k-199,999	1,112	6%
\$200k-249,999	3,070	17%
\$250k-299,999	3,646	20%
\$300k-399,999	4,886	27%
\$400k-499,999	2,020	11%
>\$500k	1,437	8%
Median Housing Value	\$294,999	

The population of the Oakland Hills increased by only 902 from its count of 77,575 in 1980 to 78,477 in 1990. This represents a growth rate of 1.2%, roughly one tenth the growth rate for the City overall. These figures do not account for the loss of residential property caused by the 1991 Oakland "Firestorm" that destroyed approximately 3,500 housing units in the Oakland Hills. Each major ethnic group in the hills area experienced growth, except the White population which decreased by 6.5%. The "Other Race" category also decreased by 54.3%. The Asian/Pacific Islander population had the fastest growth, increasing by 51%. The African-American population grew by nearly 22%.

The ethnic breakdown of the Hills area did not change during the 1980's. With African-American, Asian-American, and Latino persons making up less than two-fifths of the population, the Hills area has remained predominantly White.

The median household income in the Hills area in 1980 was \$41,315; by 1990, this figure has increased to \$49,061. In comparison, the city-wide median household income in 1990 was \$26,999. The growth rate in median household income during the 1980's for the Hills area was 20%. This is slightly higher than the city-wide median

household income growth rate of 19% during the same period.

At the time of the 1990 Census, only 5% of the population of the Hills area were living below the poverty line. The greatest percentage of the Hills population living in poverty fall in the 25 to 34 year old age group.

The population of the Hills area is considerably older and better educated than the average for the City of Oakland. The median age is 37 and over half the population have received Bachelor's Degrees or higher.

Ninety-six percent of the housing units in the Hills area are occupied. Of those, sixty-eight percent are owner occupied; the remaining thirty-two percent are renter occupied. The Hills' vacancy rate of 4% is lower than the average for all Community Development ("CD") districts combined. The owner-occupancy rate in the Hills area is dramatically higher than the CD district average of 35%.

Housing values in the Hills area are much higher than the average for CD districts in Oakland. The median housing value for all CD districts in 1990 was \$123,332. For the Hills area alone, this figure is \$294,999. Similarly, the median rent in the Hills area is significantly higher than average. In 1990, the median rent for all CD districts was \$473; for the Hills area, median rent was \$642.

The Oakland Unified School District, serving over 50,000 students, is the sixth largest district in the state. In the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population; the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district, located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a quality education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools offering special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

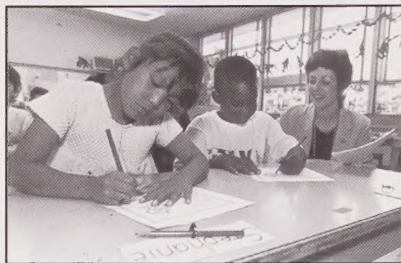
The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help them meet or raise their aspirations, and (2) to help them develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

The school district works to meet these goals through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several year, in districtwide workshops which help to prepare teachers in the implementation of the new curriculum.

Special district-wide programs include:

- **A Comprehensive Technology Plan** which has placed computer and multimedia labs in almost all schools;
- **12 Career Academies in the 6 comprehensive high schools** which prepare students to enter college and/or begin careers;

- **Whole School Change Models** including Comer Process, Models of Teaching, Accelerated Schools Process and Coalition of Essential Schools;
- **Bilingual Programs** for students who speak a language other than English at home;
- **Year Round Programs** which utilize the limited number of school sites to educate a growing population of young people;
- **Magnet Schools** emphasizing areas ranging from science and literature to performing arts and high technology;
- **Programs to boost student achievement** such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;
- **A Middle Grades Initiative** to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.



Highlights from the Hills ...

The following highlights were chosen from the responses to a survey distributed to all schools.

At Montclair Elementary School students participate in the "Discover Art" program, a community based program in cooperation with the Museum of Children's Art.

In this project local artists work to develop the capacity of the classroom teachers to teach basic art skills and to directly link art projects to academic studies.

At John Swett K-8 School a research team from UC Berkeley is conducting the "Fostering a Community of Learners" (FCL) Project, which develops an environment that supports children's learning of basic skills, reading, and writing as well as computer skills and reasoning about select issues in biology. Children work in groups on activities designed to develop and examine their understanding of various biological concepts.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 879-8582.

Oakland Hills	1992-93 Attendance	% LEP Students	Stability Rate	Attendance Rate	AFDC%	Free/Reduced Lunch	Retention Rate
Crocker Highlands (K-6)	478	2	96	96	4	14	2
Glenview (K-6)	481	16	93	97	22	39	3
Grass Valley (K-6)	234	2	94	95	24	28	1
Hillcrest (K-6)	200	0	97	96	2	7	n/a
Kaiser (K-7)	224	4	94	95	1	20	1
Laurel (K-6)	560	29	96	95	16	50	2
Joaquin Miller (K-6)	455	1	98	97	1	4	n/a
Montclair (K-6)	384	1	92	96	0	9	3
Carl Munck (K-6)	487	4	94	95	0	27	4
Piedmont (K-6)	343	11	88	93	50	58	1
Redwood Heights (K-6)	355	2	95	96	2	12	6
Sequoia (K-6)	422	17	93	94	14	50	3
John Swett (K-6)	215	6	87	95	19	41	10
Thornhill (K-6)	408	1	96	96	2	5	0
Montera (7-9)	856	2	88	94	1	10	2
Far West (9-12)	76	8	83	88	19	28	7
Skyline (10-12)	1,835	14	89	88	4	18	6

Attendance is the total number of students enrolled during the school year. **LEP % Students** represents the percentage of the student body enrolled in the Limited English Program. **Stability Rate** measures the percentage of students that remain in the same school for the entire year. **Attendance Rate** measures the percentage of total student enrollment in attendance during the school year. **AFDC Rate** represents the percentage of the total student enrollment receiving AFDC benefits. **Free/Reduced Lunch** measures the percentage of the total student enrollment receiving free or reduced lunches. **Retention Rate** represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.